

# Go Online to Bring on the Bling

by Constance C.R. White

(NAPSA)—As the pressure mounts to produce the perfect present in time for the season, more time-strapped consumers will peruse online sites, looking for jewelry—a popular gift that ranks among the top ten choices for Internet shoppers, according to a recent survey by Intellitrends.



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“This year—it’s the value and selection at online sites like eBay—that make that bling really shine bright,” said Constance White, veteran fashion journalist and eBay’s style director. “To help consumers hone in on what’s really hip right now, I’ve put together a list of hot trends, which are available at every price point and easy to buy online.”

## Best Bets for Jewelry Gifts this Season:

### Initial Jewelry

Embrace who you are or express your appreciation with signature style. Initial pendants, earrings, rings and bracelets are at the top of this year’s “it” list.

### Chandelier Earrings

Chandelier earrings are hot right now. They add the right touch of drama for an evening out and can dress up jeans and a tee if you’re going for a more casual look.

### Diamond-studded Watches

Keep time in style. And, there are so many choices: bracelet watches, thick leather strap watches, rectangular face, oversized round faces...they’re all very “in” and can be affordable depending upon how much “bling” you’ve

got in mind. The more the merrier but it will be costlier.

### Diamond and Gemstone Cocktail Rings

The key here is color. Pink and yellow, in particular, are the season’s “must haves” in cocktail rings.

### Pearls

For a new twist on a treasured classic, keepsake art-deco style necklaces are popping up everywhere. Pearls, in general, are a great basic jewelry piece and always make a good gift. Give one strand of pearls if she’s been naughty and two strands if she’s been nice. After all, everyone deserves something.

### Tips for buying jewelry online:

- Do your homework! Research what you’re buying and know the details so you can verify your purchase.
- Don’t be afraid to ask questions. At sites like eBay ([www.ebay.com](http://www.ebay.com)), you can check a seller’s feedback rating and learn about the seller’s reputation by reviewing feedback from past buyers. Also, be sure to ask sellers any questions prior to purchase. This will help ensure a positive experience.
- Make sure you understand the terms of sale. For example: Are refunds offered? Is purchase protection available?

*Constance C.R. White is a 15-year veteran of the fashion industry and one of the country’s most respected fashion experts. She is currently eBay’s Style Director and writes an online magazine called Personal Style ([www.ebay.com/personalstyle](http://www.ebay.com/personalstyle)) featuring her trend information, tips and style solutions for everyday life.*